


## REMARKS

Reconsideration of this Application is respectfully requested in view of the arguments presented below. Applicants assert that Claims 1-19 are patentable over the cited art of record.

### 35 U.S.C. Section 103 Rejections

The above referenced Office Action rejects independent Claims 1 and 10 and dependent Claims 2-9 and 11-19 as being obvious in view of U.S. Patent No. 5,897,622 (hereafter Blinn) and Examiner's Official Notice. Applicants respectfully traverse.



Embodiments of the present invention implement multiple exchange instances for facilitating business-to-business e-commerce between different companies (e.g., customers, trading partners, and the like). The multiple exchange instances include a plurality of exchanges (for example, within a line of business). Each of the plurality of exchanges is implemented within a common instance. The plurality of exchanges share a set of common components and have respective views having unique components. These aspects are explicitly recited in independent Claims 1 and 10.

In contrast, Blinn appears to disclose a single exchange. Blinn describes a system that enables one merchant to adapt pre-existing database systems into a "merchant system" that can generate page information dynamically. Blinn describes a computer system architecture adapted to support this merchant system for a merchant.

Applicants do not understand Blinn to disclose or suggest multiple exchanges (e.g., for multiple merchants). Applicants find no disclosure or suggestion within Blinn for the incorporation of multiple merchants with respective exchanges as in the claimed invention. Applicants find no disclosure or suggestion within Blinn for multiple exchanges sharing a

common instance. Additionally, Applicants find no disclosure within Blinn for implementing multiple exchanges (apparently referred to by Blinn as “merchant systems”) within a common instance, with each of the exchanges having and sharing a set of common components and having respective unique components. For example, Figure 14 of Blinn apparently indicates a single merchant system architecture. In contrast, Figure 2 of the present application shows a multi-exchange system architecture.

Accordingly, Applicants respectfully assert that the present invention as recited in Claims 1-19 is not obvious in view of the Blinn reference within the meaning of 35 U.S.C. Section 103.

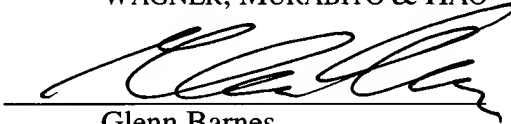
With respect to Official Notice regarding the use of XML as recited in dependent Claim 8 and dependent Claim 18, applicants traverse the assertion that XML as implemented in the context of the dependent Claims 8 and 18 was well known, or otherwise shown by the Blinn reference.

CONCLUSION

All Claims (1-19) of the present application are now in condition for allowance. The Examiner is urged to contact Applicants' undersigned representative if the Examiner believes such action would expedite resolution of the present Application. Please charge any additional fees or apply any credits to our PTO deposit account number: 23-0085.

Respectfully submitted,  
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